

File Number
C02-088

Application Type
Conforming Rezoning

Council District
5 and 7

Planning Area
Alum Rock

Assessor's Parcel Number(s): 486-11-001, -
027, -032, -033, -034, -035, -036, -037,
486-10-056, -057, -059, -062, -063, -
064, -067, -068, -086, -087, -088, -089.

STAFF REPORT

PROJECT DESCRIPTION

Completed by: Elena Lee

Location: Southeast and southwest corners of Story and South King roads

Gross Acreage: 26.7

Net Acreage: 26.7

Net Density: N/A

Existing Zoning: CP Commercial Pedestrian, CN Commercial
Neighborhood and CG Commercial General.

Existing Use: Commercial

Proposed Zoning: CP and CN Commercial Pedestrian and
Neighborhood

Proposed Use: Commercial

GENERAL PLAN

Completed by: EL

Land Use/Transportation Diagram Designation
Neighborhood/Community Commercial and General Commercial

Project Conformance:
☒ Yes ☐ No
☐ See Analysis and Recommendations

SURROUNDING LAND USES AND ZONING

Completed by: EL

North: Story Road, Prusch Park and General
Commercial

CP Commercial Pedestrian, CG Commercial General, CN
Commercial Neighborhood and R-1-5 Residential

East: Elementary School and Single-family residential

R-1-8 Single Family Residential, CO Commercial Office

South: Elementary School, Single family residential

R-1-8 Residential and R-2 Residential

West: Single family residential

R-1-8 Residential, R-1-5 Residential

ENVIRONMENTAL STATUS

Completed by: EL

☐ Environmental Impact Report found complete (GP 2020 EIR certified 8/16/1994)
☐ Negative Declaration circulated on
☒ Negative Declaration adopted on March 7, 2002

☐ Exempt
☐ Environmental Review Incomplete

FILE HISTORY

Completed by: EL

Annexation Title: Hillview No. 7 and Hillview No. 23

Date: January 2, 1957 and October 23, 1959

PLANNING DEPARTMENT RECOMMENDATIONS AND ACTION

☒ Approval
☐ Approval with Conditions
☐ Denial
☐ Uphold Director's Decision

Date:

Approved by: _____
☐ Action
☒ Recommendation

APPLICANT/DEVELOPER/OWNER

City of San Jose Redevelopment Agency
Attn: Ann Stedler
50 W. San Fernando Street
San Jose, CA 95113

PUBLIC AGENCY COMMENTS RECEIVED**Completed by: EL**

Department of Public Works

None received

Other Departments and Agencies

None received

GENERAL CORRESPONDENCE

None received

ANALYSIS AND RECOMMENDATIONS

BACKGROUND

The applicant is requesting to rezone the subject 26.7 gross-acre site from CG General Commercial, CN Neighborhood Commercial and CP Pedestrian Commercial Zoning Districts to CP Pedestrian Commercial and CN Neighborhood Commercial Zoning District to allow commercial uses. The site is currently contains 306,210 square feet of existing retail commercial development. The development consists primarily of strip commercial buildings, including a drug store, markets and a convenience store.

The project site includes two roughly rectangular-shaped parcels located south of Story Road, on both sides of King Road. The level site is surrounded by (1) Prusch Park, Story Road and commercial to the north; (2) single-family residences and an elementary school to the east and south; and (3) single family attached residences to the west. The site is located within the Story Road Business District and within the East Valley/680 and KONA Strong Neighborhoods Initiative Redevelopment areas.

The San Jose Redevelopment Agency is currently working with a developer to prepare a plan to revitalize the properties on all four corners of Story and King roads intersection, including the subject property. The goal of this project is to create a retail center that will serve the needs of the local community and to revitalize the existing commercial center. As currently envisioned, the Redevelopment Agency plan would involve some new construction, resulting in a new total square footage of 322,300 square feet of retail space on the subject site, and would also include improvements to the area infrastructure, improvements to Prusch Park and other upgrades to the subject properties. This proposed rezoning would improve the zoning conformance of the existing structures on site, as well support local development of the site (as discussed below), and would be consistent with the Agency revitalization projects.

ENVIRONMENTAL REVIEW

An Initial Study was prepared for this project and a Mitigated Negative Declaration was adopted by the Director of Planning on March 7, 2002.

GENERAL PLAN CONFORMANCE

The site is designated Neighborhood/Community Commercial and General Commercial on the San Jose 2020 General Plan Land Use/Transportation Diagram. The proposed CP Pedestrian Commercial and CN Neighborhood Commercial Zoning district are consistent with these designations.

ANALYSIS

The proposed rezoning to CP Commercial Pedestrian and CN Commercial Neighborhood will bring the site's zoning into conformance with the General Plan and facilitate implementation of uses on the site that are consistent with the commercial and neighborhood designations and which are compatible with surrounding uses. The rezoning will bring the existing buildings on site into greater conformance with the Zoning Ordinance and will facilitate the future development of a pedestrian environment along Story and King Roads.

CP Commercial Pedestrian is an appropriate zoning designation along the King Road frontages, where an urban presence is visually appropriate and the intensity of pedestrian activity is high. CP Commercial Pedestrian is not an appropriate designation for the interior of large, deep lots, as it does not allow for a building setback from the street and would limit development to smaller buildings with a maximum size of 15,000 square feet. Both the buildings that are existing and those envisioned for the site interiors of both corners would exceed this limitation. As such, the CN Commercial Neighborhood designation would be the more appropriate district because it does allow a deeper setback and larger building envelopes. The rezoning will bring the existing buildings into conformance and would better facilitate development of the interior of the site than the existing zoning designation of CP Commercial Pedestrian.

PUBLIC OUTREACH

A notice of a community meeting and a public hearing were distributed to the owners and tenants of all properties located within 1000 feet of the project site. Staff has been available to discuss the proposal with members of the public.

A community meeting was held for this project on January 13, 2003, at Prusch Park, directly across Story Road from the project site. Approximately 50 neighboring business owners and residents, including 8 members of the Story and King Working Group, attended the meeting. Redevelopment and planning staff made a brief presentation on the rezoning process and an update of the redevelopment plans. Staff explained that the community meeting is one of several opportunities, including the Planning Commission and City Council hearings, for public information and input. Staff then opened up the meeting for a question and answer session.

The primary concerns expressed at the meeting were confusion on the rezoning process, the boundaries of the proposed rezoning and the redevelopment of the shopping center. Staff explained that the rezoning was a process to change the designation of the commercial parcels at the southeast and southwest corners only. Staff assured the residents that the rezoning would not affect any of the residential or school parcels and clarified that the purpose of the rezoning is to bring the existing buildings into greater conformance with the Zoning Ordinance and to facilitate the development of a pedestrian-oriented shopping center.

The remaining comments and questions related to the actual development of the shopping centers. Redevelopment staff informed the attendees that the plans for the shopping center are still being developed and that a permit application would likely be filed with the planning department in late March. A few of the

residents requested that the City carefully address traffic congestion and also incorporate Prusch Park into the project. Agency staff then briefly discussed the improvements to Prusch Park that are planned as part of the project. One resident expressed strong support for the rezoning and the redevelopment project. A majority of the attendees indicated that they support the rezoning but that they are still interested in working with the city on the actual design of the shopping center.

RECOMMENDATION

Planning staff recommends approval of the proposed zoning for the following reasons:

1. The proposed rezoning is in conformance with the General Plan Land Use/Transportation Diagram designations of General Commercial and Neighborhood/Community Commercial.
2. The proposed rezoning will facilitate development of this site that is compatible with the surrounding uses.

Attachments